



## **USTAR E-CONNECTIONS NEWSLETTER – MARCH 24, 2009**

### **Concept to Company Medical Devices and Technology Contest Deadline April 17<sup>th</sup>**

Grow Utah Ventures, Zions Bank and USTAR have launched the Salt Lake City “Concept to Company” Contest which will focus on medical devices and technology. The “Concept to Company” contests are designed as a way to encourage entrepreneurship in Utah and to offer entrepreneurs the cash and services they need to start a viable business.

The Salt Lake City contest is open to all entrepreneurs and businesses statewide with an idea for a medical device or medical technology in the invention or business itself, or in the production of the invention or core processes of the business.

One grand prize winner will be named and will receive \$20,000 in cash and services. Two runners-up will each receive \$10,000 in cash and services. The cash services will be provided by Zions Bank while USTAR and Grow Utah Ventures will provide the services, consisting of consulting, marketing, training and mentoring. The winners will be announced at an event hosted by Salt Lake Community College's Miller Business Resource Center.

Submissions for the Salt Lake City “Concept to Company” Contest will be accepted through April 17, 2009. For more information about the “Concept to Company” competitions, please visit [www.concepttocompany.org](http://www.concepttocompany.org).

### **USTAR in the News and Other Highlights**

#### Carbon Sequestration: KUER Interviews Dr. Brian McPherson

On March 23rd, KUER Radio broadcast an interview with USTAR researcher Brian McPherson and State Energy Advisor Dianne Nielson on the science and regulatory framework of carbon management. Listen to it [here](#).

#### Concrete Results

On March 17<sup>th</sup>, Gramoll Construction began pouring the foundations of the USTAR research building sited at Utah State University's Innovation Campus. This phase took deliveries of concrete from about 300 cement trucks over a two-day period. You can follow the progress of the building project at <http://webcam.usu.edu/ustar>.

#### USTAR Social Networking Survey

If you have not already done so, please answer our Social Networking survey. As USTAR continues to expand and refine its web strategy to build a community of innovation, we need the

help of you and other readers of e-Connections. Please take a minute to tell us what social networking outlets you use (or don't use as the case may be).

The results of this quick, seven-question survey will influence our overall communications strategy and approach to driving interaction in Utah's innovation economy. [Take the survey here.](#)

Thanks to the dozens of e-Connections readers who have taken the time to answer the survey. We have already acted on one aspect of feedback we've received from this survey. You can track developments in Utah's research and commercialization communities by becoming a Twitter follower of USTAR. You can find us at <http://twitter.com/Innovationutah>. Look for one or two updates a week on the latest breakthroughs and related activities taking place in the Beehive State.

### **Events to Watch For**

#### Social Networking the Topic of Utah Medical Marketing Association Event

Learn the advantages, the do's and the don'ts of using virtual networking in this new age of communication and marketing. The Utah Medical Marketing Association will host an evening discussion on March 25th. Josh Carr, President/Founder of [www.buzz.io](http://www.buzz.io), is a featured speaker.

The event will take place at Merit Medical Systems, 1600 West Merit Parkway, in South Jordan, from 5:30 to 7:30 pm (refreshments served). Cost is \$15 at the door (cash or check), or \$10 ahead of time. To pre-register, send a check to: Biomedical Management (BMR), c/o Vicki Harder, PO Box 521125, Salt Lake City, UT 84152-1125.

#### Governor's Summit March 30th

The Third Annual Governor's Economic Summit will take place at the Grand America Hotel in Salt Lake City, March 30th. At the Summit, Governor Jon Huntsman and other leaders will discuss how Utah is a "State of Opportunity."

More than 15 break-out sessions and general presentations at the Summit are geared for business people, entrepreneurs and other stakeholders in growing the state's economy. The keynote address is by Dr. Ed Catmull, President of Pixar and Disney Animation. Dr. Kelly Matthews, EVP and economist of Wells Fargo Bank, will speak on "The Economy of Utah and What the Stimulus Means to the State."

USTAR will participate in three of the sessions. Steven Roy, Central Utah Technology Outreach regional director, will moderate a session on digital media, and Curt Roberts, Northern Utah Technology Outreach regional director, will share his insights in the "Supporting the Entrepreneur in Your Midst" session. USTAR marketing and communications director Michael O'Malley will offer perspectives during the green marketing panel. To register, visit [www.utahsummit.com](http://www.utahsummit.com).

#### Seminar on Medical Device Entrepreneurism

On April 24th, the Utah Fund of Funds will present an all-day seminar for entrepreneurs called "Creating a Medical Device Company." Guest speakers are Mark Foley, Managing Director of

RWI Ventures, and Dr. Randy Olson, Director of the John A. Moran Eye Center at the University of Utah.

The seminar takes place from 9:00 am to 4:00 pm. Lunch will be served at 12:00 noon. The venue is the Moran Eye Center's First Floor Auditorium, 65 Mario Capecchi Drive in Salt Lake City. Please RSVP to Tamee Roberts at the Utah Fund of Funds, 801-521-3078.

#### **ABOUT USTAR**

The Utah Science Technology and Research initiative (USTAR) is a long-term, state-funded investment to strengthen Utah's "knowledge economy" and generate high-paying jobs. Funded in March 2006 by the State Legislature, USTAR is based on three program areas. The first area involves funding for strategic investments at the University of Utah and Utah State University to recruit world-class researchers. The second area is to build state-of-the-art interdisciplinary facilities at these institutions for the innovation teams. The third program area involves teams that work with companies and entrepreneurs across the State to promote science, innovation, and commercialization activities. For more information, go to [www.innovationutah.com](http://www.innovationutah.com) or follow us at <http://twitter.com/Innovationutah>.